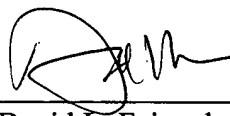## REMARKS

In line with a telephone call from the examiner to the undersigned after the filing of the most recent response, the claims are being amended. The applicant incorporates by reference and reiterates the argument, including the footnote, set forth in that response.

Applicant requests that the Attorney Docket No. for this case be corrected from 10246-004001 to 10246-007001, and that all future patent office correspondence reflect the corrected number.

Applicant asks that all claims be allowed. Enclosed is a $144.00 check for excess claim fees. Please apply any other charges or credits to Deposit Account No. 06-1050, reference 10246-007001.

Respectfully submitted,

Date:_____8 | 14 | 91_____   _____
                                                 David L. Feigenbaum
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Version showing changes

1. (Twice amended) A machine-based method comprising:

analyzing a [an e-mail] message to derive response information concerning a commercial transaction, the [e-mail] message comprising at least part of a [an e-mail] message sent to a customer and a response of a customer to the [e-mail] message, and,

based on the derived information, automatically generating commercial transaction data in a format that is usable to automatically complete the commercial transaction[.],

the message and the response being entirely email-based.

3. (Amended) The method of claim 1 in which the [e-mail] message comprises at least part of [an email] a message sent to a customer and responses of the customer to the [e-mail] message.

5. (Twice amended) A machine-based method comprising:

sending a [an e-mail] message to a customer offering a product or service for sale, the [e-mail] message comprising locations for response by the customer indicating his intention to order the product or service,

receiving from the customer a [an e-mail] message that includes the response, and,

based on the received [e-mail] message, automatically generating order information in a format usable automatically by an order fulfillment system to cause the order to be filled[.],

the message and the received message being entirely email-based.

6. (Twice amended) A machine-based method comprising:

analyzing a [an e-mail] message to derive response information concerning a commercial transaction,

automatically identifying response information which requires resolution of an issue with the source of the [e-mail] message, and

automatically managing a [an e-mail] message dialog with the source to resolve the issue[.], wherein the message and the message dialog are entirely email-based.

7. (Amended) The method of claim 6 in which at least some of the [e-mail] dialog is performed automatically.

8. (Twice amended) Software guided interactive [e-mail] message dialogs to resolve, on behalf of a vendor, customer issues that occur in direct response [e-mail] messages that are automatically identified as requiring a dialog[.],the direct response messages and the dialogs being entirely email-based.

9. (Amended) A machine-based method comprising

automatically sorting [e-mail] messages, based on response information contained in the messages, into [e-mail] messages that can be processed automatically to generate commercial transactions, [e-mail] messages in which the response information is inadequate to permit generation of commercial transactions, and [e-mail] messages that may be subjected to exception handling to yield information that is sufficient to generate commercial transactions[.],

the messages being entirely email based.

10. (Twice amended) A machine-based method comprising:

analyzing a [an e-mail] message to derive response information concerning a commercial transaction, and, in response to the [e-mail] message,

automatically generating a confirmatory [e-mail] message to the source of the [e-mail] message confirming that the commercial transaction has been or will be completed[.],

the message and the confirmatory message being entirely email based.

11. (Twice amended) A machine-based method comprising:

receiving inbound [e-mail] messages associated with a marketing program, the inbound messages containing response information and [each of the] outbound [e-mail] messages from

which the inbound messages result being associated with a distinct piece of the marketing

program, and

automatically associating the response information in each of the inbound messages with

the corresponding distinct piece of the marketing program[.],

the inbound and outbound messages being entirely email-based.

15. (Amended) A machine-based method comprising

sending outbound [e-mail] messages associated with commercial transactions,

storing information related to each of the outbound messages in a database, the

information being useful for completing the commercial transactions, the information not being

contained in the outbound messages,

analyzing inbound [e-mail] messages that result from the outbound messages and that

contain response information useful in completing the commercial transactions, and

automatically merging the response information with corresponding information in the

database for use in completing the transactions[.],

the outbound and inbound messages being entirely emailed-based.

16. (Amended) A machine-based method comprising

sending outbound [e-mail] messages associated with commercial transactions,

storing information related to each of the outbound messages in a database, the

information being useful for completing the commercial transactions, the information not being

contained in the outbound messages,

analyzing inbound [e-mail] messages that result from the outbound messages and that

contain response information useful in completing the commercial transactions,

identifying inbound [e-mail] messages that cannot be processed automatically to generate

the commercial transactions, and

using the database information to assist in exception handling of the identified inbound

messages[.],

the inbound and outbound messages being entirely email based.